

THE CORONATION OF EMPEROR III OF SAN FRANCISCO



**GRAND BALLROOM
SHERATON PALACE HOTEL
SEPTEMBER 14, 1974**



SILVER SAGE

A COLOGNE FOR DUDES FROM KEYS WEST INC., SAN FRANCISCO

The Court of H. I. M. RUSS, Emperor II of San Francisco

Order in which Court Members will be presented:

BOB WIGGINS
Knight of the Royal Banner

LARRY BARTHOLOMEW
Mistress of the Royal Robe

BYRON CASEY
Knight of the Royal Sabre

DENNY GEORGE
Mistress of the Royal Goblet

NAOMI MURDACH
Keeper of the Royal Jewels

T. JOHN DARLING
Mistress of Propaganda and Madness

CHARLES SINCLAIR
Countess of the Farallones

DON GEIST
Lord

JOHN KISSINGER
Lord

DOUG ANDERSON
Lord

ROSS KIRBY
Ambassador to Court of Empress IX, Frieda

HENRY VON DIE-CROFF
Baroness Eugenie Victoria Von Die-Croff

OLIVER BLANCHARD
From the House of Blanchard

DAVID HAMILTON
Grand Dame

SIDNEY BARRETT
Grand Dame

MAMA BERNIECE
Grand Dame

DANNY COOKE
Grand Dame and Golden Girl of Hearts

BOB CRAMER
Knight of the Carnation

HECTOR NAVARRO
Advisor to the Emperor

BOND SHANDS
Advisor to the Emperor

BILL FLANAGAN
Advisor to the Emperor

DICK WHEELER
Ambassador to the Peninsula

JIM BECKER
Emperor's Aide and Secretary

ROGER TENNYSON
Advisor to the Emperor

DICK MATSON
Advisor to the Emperor

ROBIN ROBERTS
Ambassador to Monterey

JIM MC KEE
Lord and Ambassador to Los Angeles

BOB BENNETT
Knight to Los Angeles

TONY MANLEY
Knight to Los Angeles

RAY PAYETTE
Lord and Ambassador to British Columbia

TOM
Ambassador to Orange County

GORDON JUHL
Ambassador to Los Angeles

ED HEAVNER
Keeper of the House

JOE BUCKLEY
Grand Duchess to the Court of Emperor Russ

SHIRLEY FORD
Flower Bearer

OLIVIERI RICHARD DIXON
Chancellor of the Exchequer

RALPH ALLEN
The Black Knight

WARREN D. ROBERSON
The White Knight and Secretary of State

JIM CORBETT
Lord of the Right Hand, Defender Champion of Emperor

VAN RICHARDS
Imperial Lady

RUSS HIGGINBOTHAM
Emperor II of San Francisco

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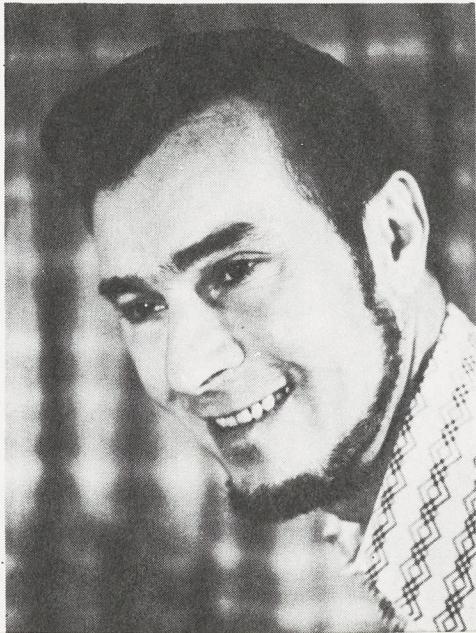
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FAREWELL

On this day, September 14th in the year 1974, you have all gathered here tonight in this Grand Ballroom to bid a farewell to myself the Second Emperor of San Francisco and for the Coronation of our Third Emperor. We have made it through two grand years of having an Emperor in this great City. Without the help of all of you out there this evening, not only the of San Francisco, but to you who have travel-
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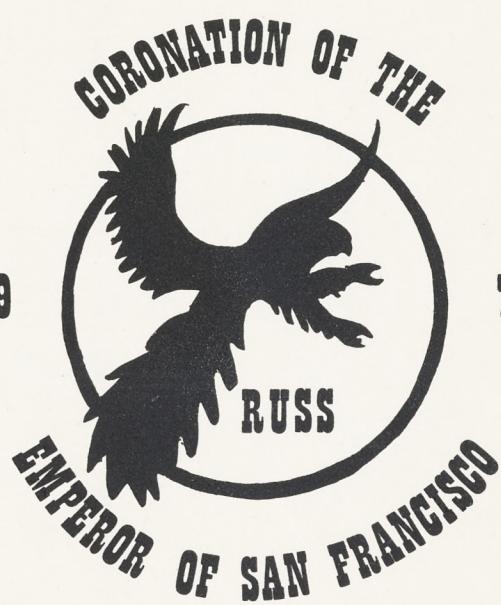
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·o, may your reign be a grand one and may
s office that I did.

This past year has been a year of experience and a year that I will long remember. Thank you again for the Love and Cooperation that I received from each and every one of you. I bid you farewell. May God go with you.



RUSS II
Emperor of San Francisco

A C



H. I. H. Russ, Emperor of San Francisco
and his Court
request your presence
at
the Coronation of
The Emperor of San Francisco
Grand Ballroom
Sheraton Palace Hotel
on Saturday, the fourteenth of September
nineteen hundred and seventy-four
Court Call at Eight-fifteen

\$7.50 Donation

Royal Courts will be
formally presented.

To the next Emperor of San Francisco, may your reign be a grand one and may you receive the love and experience from this office that I did.

This past year has been a year of experience and a year that I will long remember. Thank you again for the Love and Cooperation that I received from each and every one of you. I bid you farewell. May God go with you.

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would like to express my sincere appreciation for the help and love you have given to me through this past year.

To my Court, a great group of people who were willing to sacrifice much of their own time and donate it to me, much love comes from within and a warm Thank You to each of you.

To the Committee who worked so hard and spent many hours to help write the Constitution for the Office of the Emperor, my thanks to you; without your help I don't think I would have been able to have done it.

To Don Geist and John Kissinger, thank you for being so patient, and for the time I needed to fulfill my obligations not only in San Francisco, but during my travels to other communities representing the people of this beautiful City.

To you who voted and put me into this office one year ago, thank you for electing me as your representative.

To those with a sharp pen and a sharp tongue, do a little soul searching; I feel that you will find Love and Happiness.

To the next Emperor of San Francisco, may your reign be a grand one and may you receive the love and experience from this office that I did.

This past year has been a year of experience and a year that I will long remember. Thank you again for the Love and Cooperation that I received from each and every one of you. I bid you farewell. May God go with you.

RUSS II
Emperor of San Francisco

Return To Atlantis
with
Her Imperial Majesty, Doni Lame'
and the Court of the 16th Rose
at
CORONATION
November 10th, 1974
in
Hilton Hotel Portland, Oregon
"THANK YOU, RUSS II"

The City Of Roses

&

The Portland Forum

Present

"MANY HAPPY RETURNS"

November 10th, 1974

Hilton Hotel Portland, Oregon





THE OTHER INN

242 S.W. ALDER

Your Host
JIM FRANTZ
With
SIDNEY,
& the original
Bluebird of
happiness — MAMA
BERNICE

KING'S COURT
CUSTOM BARBERS

150 POWELL STREET
ROOM 301 GAI 3051
SAN FRANCISCO



SHOWS... Every Fri. & Sat.

10:30 & 12:00

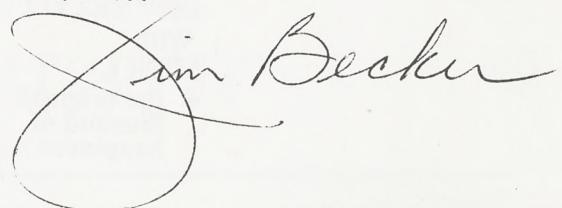
604 SW 2nd PORTLAND

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I would like to thank the people who helped put this coronation program together: Curt Bryan, Vanessa, and Emperor Russ for selling ads; Walt and Glenn for the artwork; and Art, of Art's Printing House, for the printing; and especially the Advertisers themselves.

Without the help of all of you, we wouldn't have been able to do it.

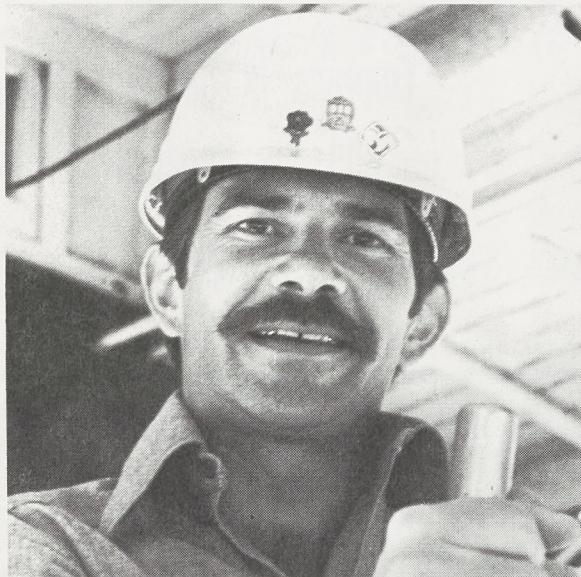


Express
Yourself
Ask For



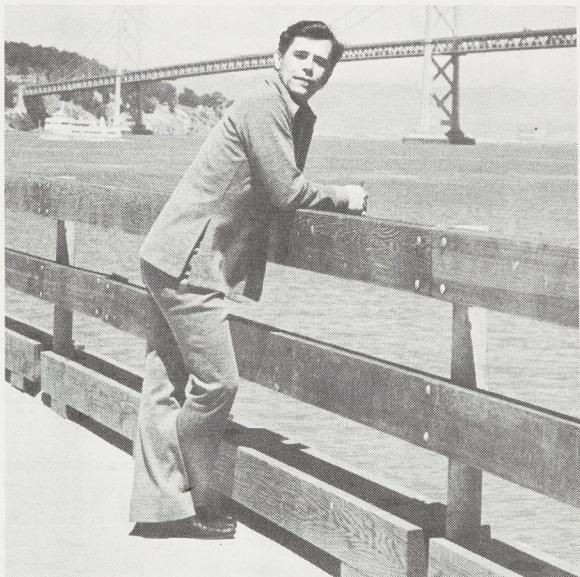
1500 Tennessee St., San Francisco
285-7100

MEET THE CANDIDATES



Bob Cramer

was born and raised in the San Francisco area, the last 15 years being spent in San Francisco. During the past ten years, he has been involved with Vector, S.I.R., Pride Foundation, San Francisco Academy of Performing Arts, and Yonkers Production Company. Bob has owned his own business for the last five years. He is 37 and a Capricorn.



Harry Lordan

was born in Chicago and attended the University of Wisconsin where he majored in Anthropology. He is an alumnae member of TKE. He first came to San Francisco in 1963, moved to Los Angeles for six years, and returned to San Francisco in April of 1971. He is a member of S.I.R. and the Serpents M/C. He is 44 and a Gemini.



Purple Pickle

2223 MARKET STREET
SAN FRANCISCO
621-0441

Introduces

The Dill Dining Room

"Your Mood in Exquisite Dining"

*"To Emperor III
Our Best Wishes"*

Congratulations to Emperor III.

May you enjoy a happy, healthy and
meaningful reign.

To Russ -

Thank you for being a good husband.

FRIEDA

Empress IX de San Francisco
and the Imperial Palace.



LEATHER

FOREVER



Bar Vest

Our Leather Forever Bar Vest is a man's vest. Crafted of soft top-grain leathers and featuring straight, simple lines, it goes anywhere with ease. With its detailed finishing, you will want to choose from Black, Antique Bronze or Dark Brown. Small, Medium, Large
\$34.95

If you like, we can add a pair of patch pockets to hold those little things. Just add \$7.50 to the above price.

Include 10% for postage and handling.

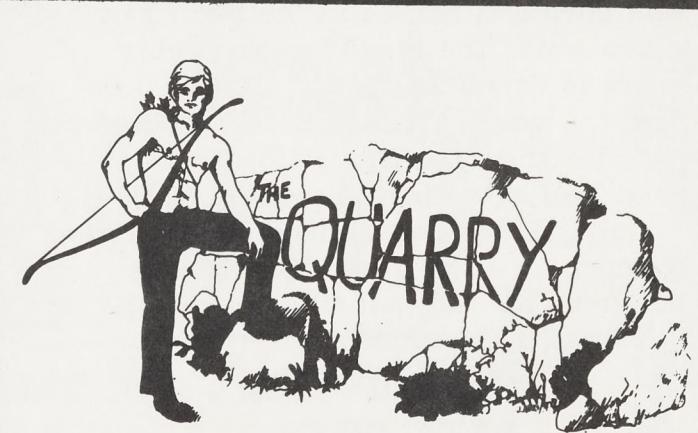
NOW AVAILABLE:
ALL NEW GIANT
CATALOGUE NO. 2
\$2.00
(Outside U.S.: \$2.50.)
GIFT CERTIFICATES

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FOREVER
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DATA-BOY

Magazine



TOTIE'S



743 Larkin St.
San Francisco

OPEN
10 AM - 2 AM

673-6820

For The Good Times

*Winning is just the beginning.
Congratulations to Emperor III*

Princess Mike

AWARDS

Each year, the outgoing Emperor will present special awards to those individuals in our Community whom he feels have given unselfishly of their time and talents for the betterment of us all.

This year, Russ II will continue this practice by presenting a number of awards to various members of the Community in honor of their efforts.

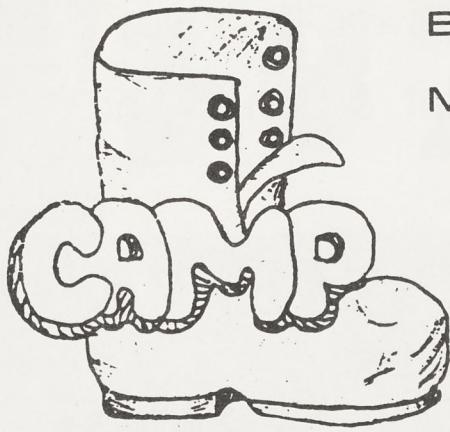
The identity of these individuals will not be made public prior to the presentation.

THANK YOU, RUSS, FOR A JOB WELL DONE
AND CONGRATULATIONS TO EMPEROR III

REMEMBER, WINNING IS
JUST THE BEGINNING

FROM THE MANAGEMENT & STAFF:

BILL MC WILLIAMS, MARCUS, KEN,
MICHAEL, DICK AND TOM



THE BOOT CAMP

1010 BRYANT STREET

SAN FRANCISCO

The Management
And Staff

New Bell SALOON

1203 Polk Street
(at Sutter)
Phone: 775-6905



Congratulates Emperor III

"Good Fortune Ahead"

HI YA

LEAH



648-0579

ENTERPRISES

message 956-1922

Representative for

Era

In Touch

Gay Mexico Guide

S.F. Gay Life

40 mirabel ave. · san francisco 94110



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My
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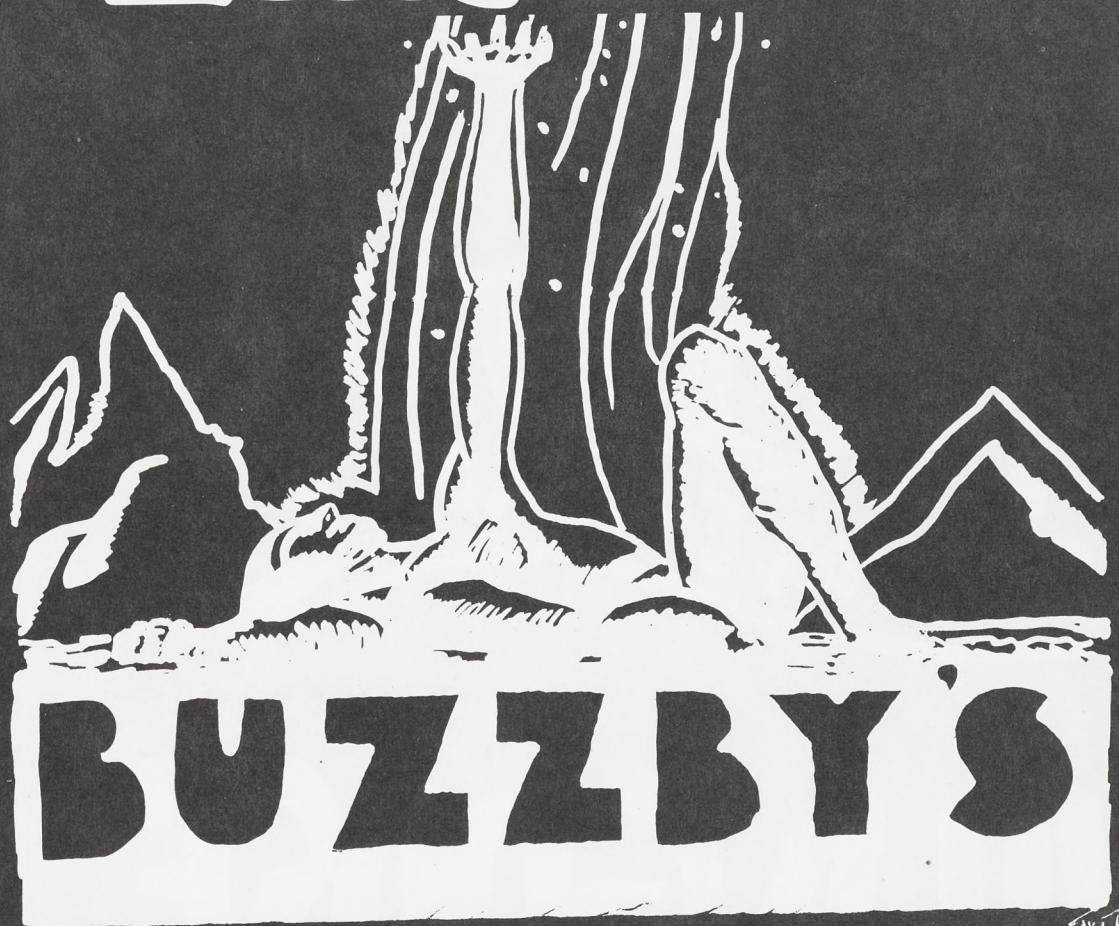
Dining Nightly

Sat. & Sun. Brunch

WE 1-5896

427 Presidio Avenue
San Francisco, Ca. 94115

BOB
CRAMER
for
Emperor



1436 POLK

phone 474-4246

in like news



Hourly
FOR EMPEROR

W. MATTHEWS.

WILD GODSE

1488 PINE AT POLK

474-9613

THANK YOU

The OFFICE OF THE EMPEROR would like to thank these individuals for their time and efforts to make this evening a pleasurable and memorable one:

DECORATIONS

Carriage Trade

FLAG BEARERS

Emperor Ed, Chairman
Eddie Walsh
Bob Lesham
Chuck Demmon
Mark Barrett

POSTERS, TICKETS, INVITATIONS

Sir Bob Wiggins
Lady Leah
Sir Ed Heavner
Jim Johner

TICKET SALES

Sir Dixon - Polk St. Sally
Sir Bob Wiggins

ENTERTAINMENT AND CORONATION

Emperor II, Russ
Sir Warren Roberson
Sir Bob Cramer

USHERS

Randy Johnson, Chairman
Donna Mae
Ralph Gibson
Regina IV of San Jose
Jason Mansfield
Peter Decker
Lee Raymond
Bud Hobbs
Dean Doolittle
Steve Dyer

ROYAL PAGE BOYS

Ray Hedges
Jerry Prewitt

SPECIAL ENTERTAINERS

Michelle
Miss Sharon Anderson

DELEGATE CAMPAIGNING

Randy Johnson
Sir Bond Shands



THANK YO



YOU RUSS



Congratulations to our new Emperor
and
Thank you Russ, for a beautiful year



DAISY PRODUCTIONS

SUPPORTS

★ *LA KISH* ★
for
EMPERESS X

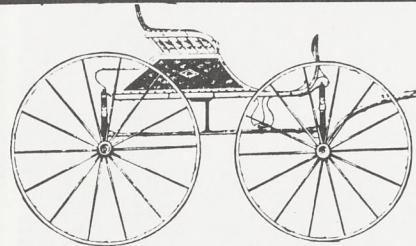
Castro Village

OPERA LIVES!

THE CORNER GROCERY BAR 4048 - 18th Street
San Francisco



S.H.



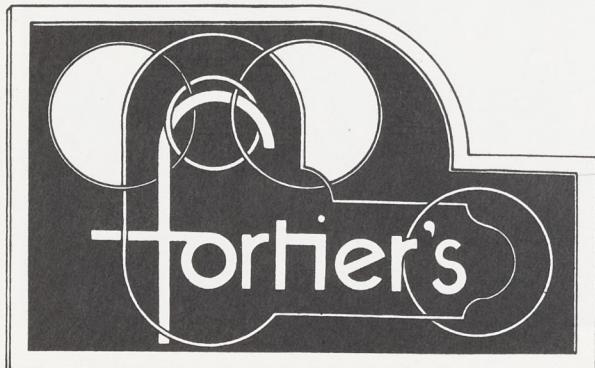
THE CARRIAGE TRADE

621-2973 Castro Village

**Best Wishes to our New Emperor and Congratulations to Russ for a
Job Well Done**

Michael & Staff

JEWELRY & SELECTIVE GIFTS



2335 MARKET STREET, SAN FRANCISCO 94114, 864-2207

6AM - 2AM DAILY

469 CASTRO
626-5876





LaKish

To you, Russ, a man I've learned
to respect; to a man I love:

Thank You

Tacky Tacky Ruth

TOMORROW
S. I. R.'s FALL FAIR

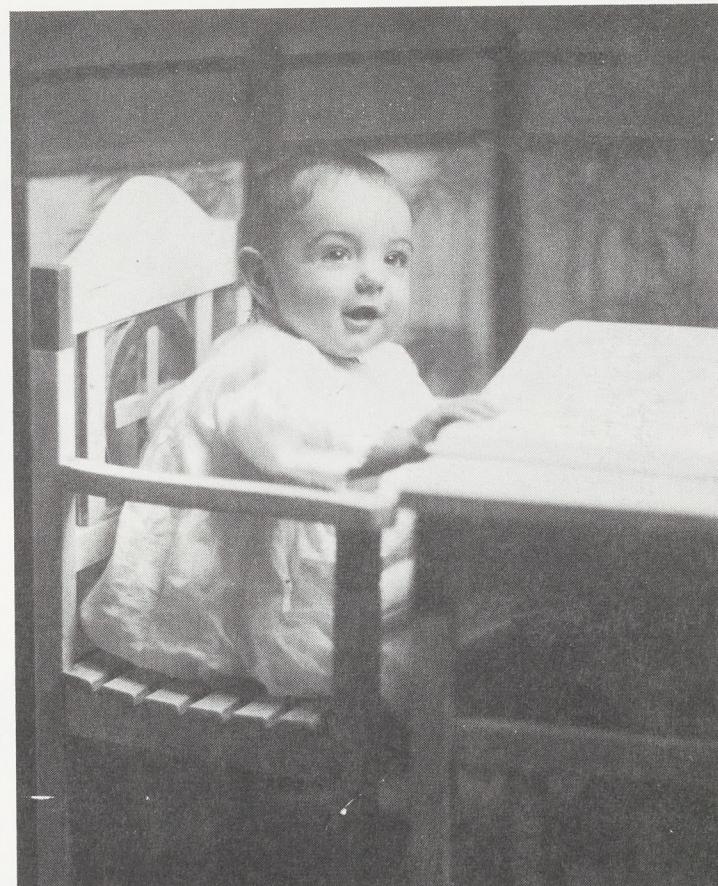
Vector Cover Boy Contest

Booths

Cinemattachine Movies

2 till 8PM

Sir Center
83 Sixth Street



"I told you I was a beautiful baby."

Congratulations Emperor III

Ron Ross

Mr. Gay San Francisco

Lennie Lynn

Miss Gay San Francisco



Congratulations
to Emperor II, Russ,
a leader of the
Community of San
Francisco who has upheld
the dignity of the Crown.

Maxine,
Empress VIII de
San Francisco.

*Maintaining the dignity and reputation of
the office takes more than winning the title.*

CONGRATULATIONS TO EMPEROR III

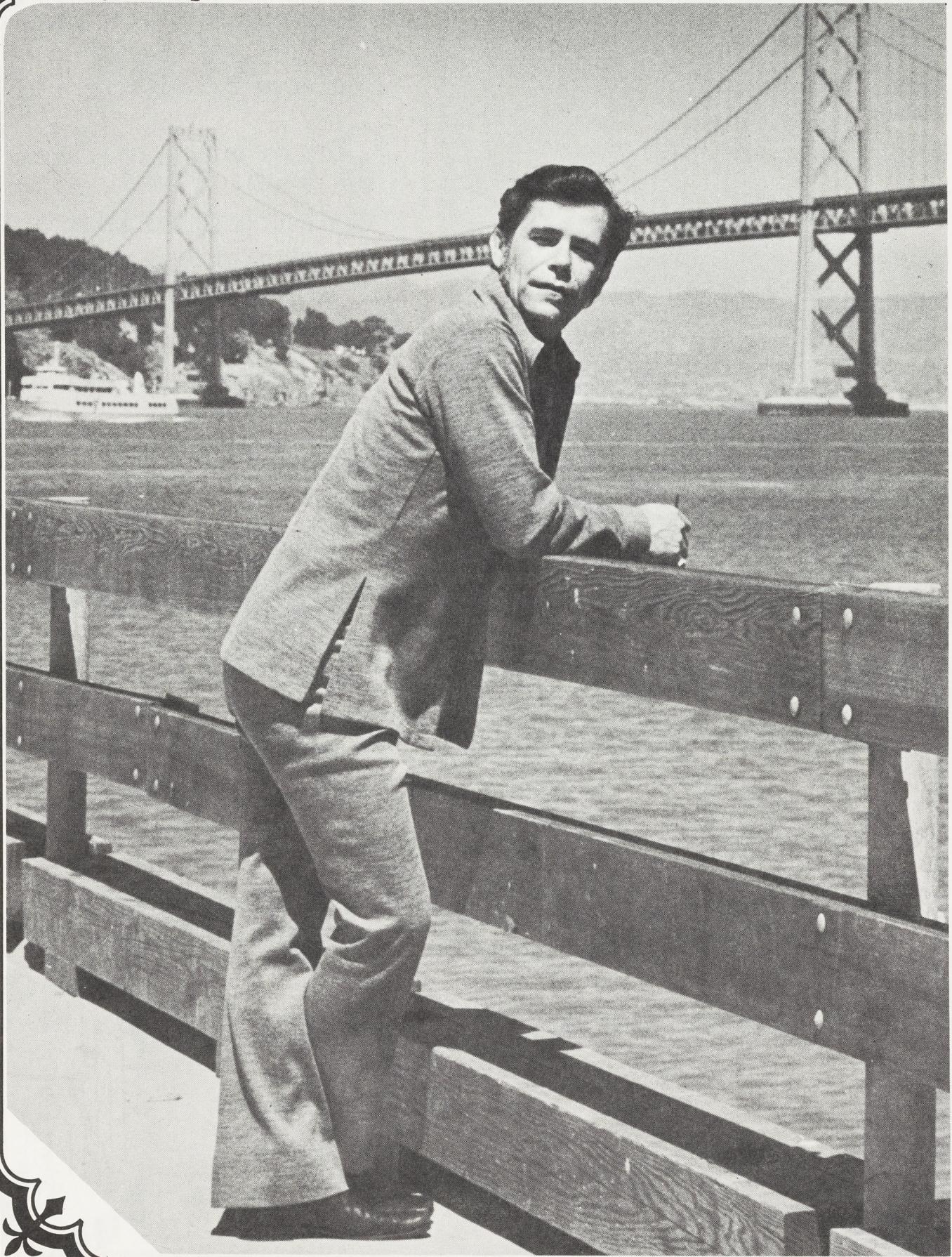
Your New Subject,

ROBIN

Of The



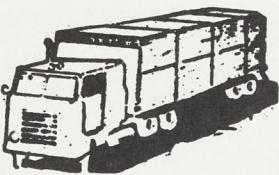
WE'RE INVOLVED.....



.....AND WE LIKE IT

↗ GANGWAY

827
CLUB



TRUCK
STOP

REAR
END

100
Nights

the RAM ROD

END
UP



The Haven



WORLD FAMOUS
BLACK BEAUTY CATERING COMPANY



EVEN EMPERORS

SWING AT

THE

PENDULUM

6AM-2AM
CASTRO
VILLAGE



CASTRO ST. NURSERY

626-2562



IN CASTRO VILLAGE

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621-9963

Castro Rock Steam Baths
MEN ONLY - PRIVATE ROOMS
Open 24 Hours

582 CASTRO STREET
BETWEEN 18TH & 19TH ST. SAN FRANCISCO, CALIF.

SOMETHING NEW....

N'TOUCH

1645 POLK STREET. 441-8413

TOMMY'S PLANTS

863-1883

DEDICATION

This Program Is Dedicated To The Constitution Committee
In Appreciation For Their Dedicated Efforts On Behalf
Of The Office Of The Emperor

Bond Shands, Chairman

Emperor I, Marcus

Warren Roberson

Bob Cramer

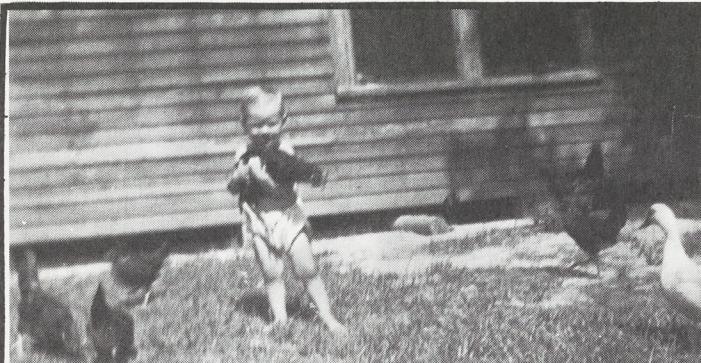
Jim (J.C.) Corbett

Emperor II, Russ

Hector Navarro

Bob Wiggins

Bill Flanagan



If I can't take my chicken with me,
I'm not going to S.I.R.'s FALL FAIR
tomorrow.



What are YOU bitching about. I gotta get rid of this dumb fish before I can go.

TONIGHT AT THE PALACE

Presentation of His Imperial Majesty, Emperor Russ

Presentation of American, Canadian, California, and San Francisco Flags
"The Star Spangled Banner"
Miss Sharon Anderson, Vocalist

Presentation of the Court of Emperor Russ

Presentation of Empress IX de San Francisco, Frieda
Presentation of Empress Frieda's Court

Presentation of Privy Council

Presentation of Candidates for Empress X de San Francisco

Presentation of Emperor I of San Francisco, Marcus

Presentation of Candidates for Emperor III of San Francisco

INTERMISSION

Presentation of Title Holders
Awards Presentations by Emperor Russ II
Entertainment by Michelle
Presentation of visiting Royal Courts

Awards Presentations by Emperor Russ II
Entertainment by Michelle
Final Presentation of visiting Royal Courts

Coronation of Emperor III of San Francisco

Final Promenade of Emperor Russ and his Court

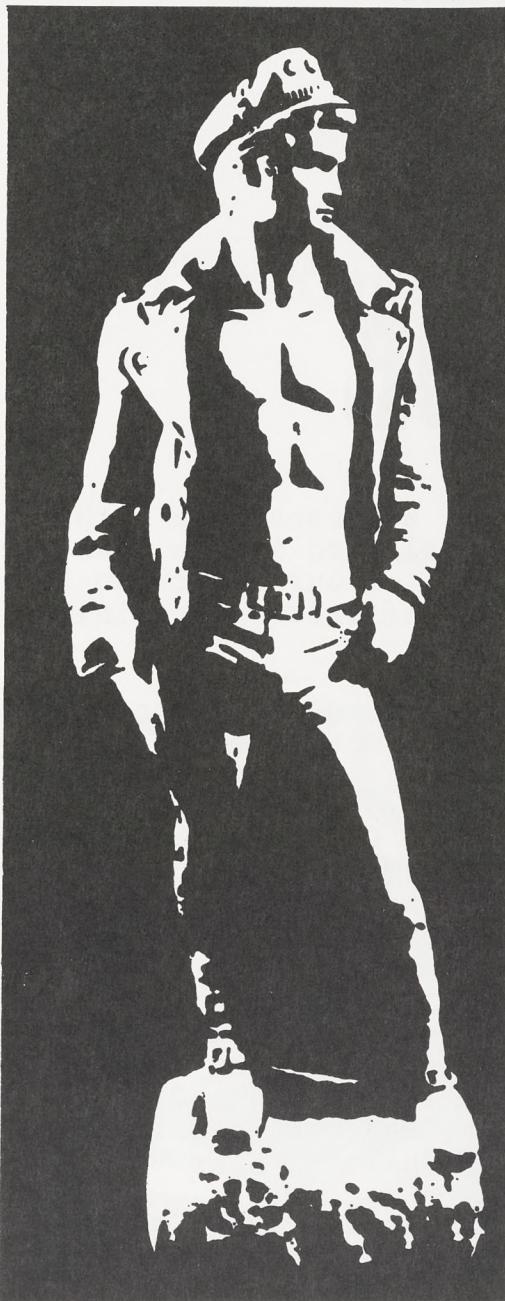
"God Bless America", Miss Sharon Anderson

Homage to Emperor III of San Francisco

NORTH

or

SOUTH



A Taste of Leather

GeBos

ELEVENTH AND FOLSOM
SAN FRANCISCO

Don't Bother With The



You'll Find What You Want

At Long Beach's Outstanding Bar

MIKE'S CORRAL

2020 E. Artesia - At Cherry
(213) 423-9968

OFFICE of the EMPEROR

On this, the fourteenth day of September, we gather together to crown the third Emperor to be elected in San Francisco. In so doing, we honor the accomplishments of our first two Emperors and the Community at large for their efforts in attaining the position we now enjoy.

There is no doubt that Marcus' travels, personality and hard work have brought complete and absolute acceptance to the Office of the Emperor.

In the waning days of his reign, Operation Concern was conceived to provide mental health care for those of Our Community less fortunate than ourselves. Topping its goal of \$10,000 during the month of July has proved the overwhelming success of this endeavor.

Immediately upon taking office, Emperor II, Russ, was faced with a change of ownership of the title of the Office of the Emperor from one individual to another. Concerned individuals in the Community gathered to intercede, the end result being that the title shall never rest in any one individual.

On June sixth of this year, members of Our Community witnessed the signing of the Constitution of the Office of the Emperor at the Phoenix. This effort culminated months of diligent work by the Constitution Committee.

The Community of San Francisco has a title which is completely accepted. At one minute after midnight tonight, title to the Office of the Emperor shall pass from Russ to the Community. At that same moment the Constitution shall take over as the governing force of the Office of the Emperor.

None of these accomplishments have come overnight, nor have they come about without the continued effort of the entire Community. We must now exert every effort to keep our Community alive and vital. San Francisco has long been the guiding light; we must keep that light glowing.

*May I Extend My Warmest Congratulations
And Pledge My Continued Support
To The Reign Of The New Emperor.*



Sincerely,
Jerry Oldenburg

Because We're All In This Together



Missy for Empress V

and

Alan for Emperor III

de Los Angeles

October 6, 1974.